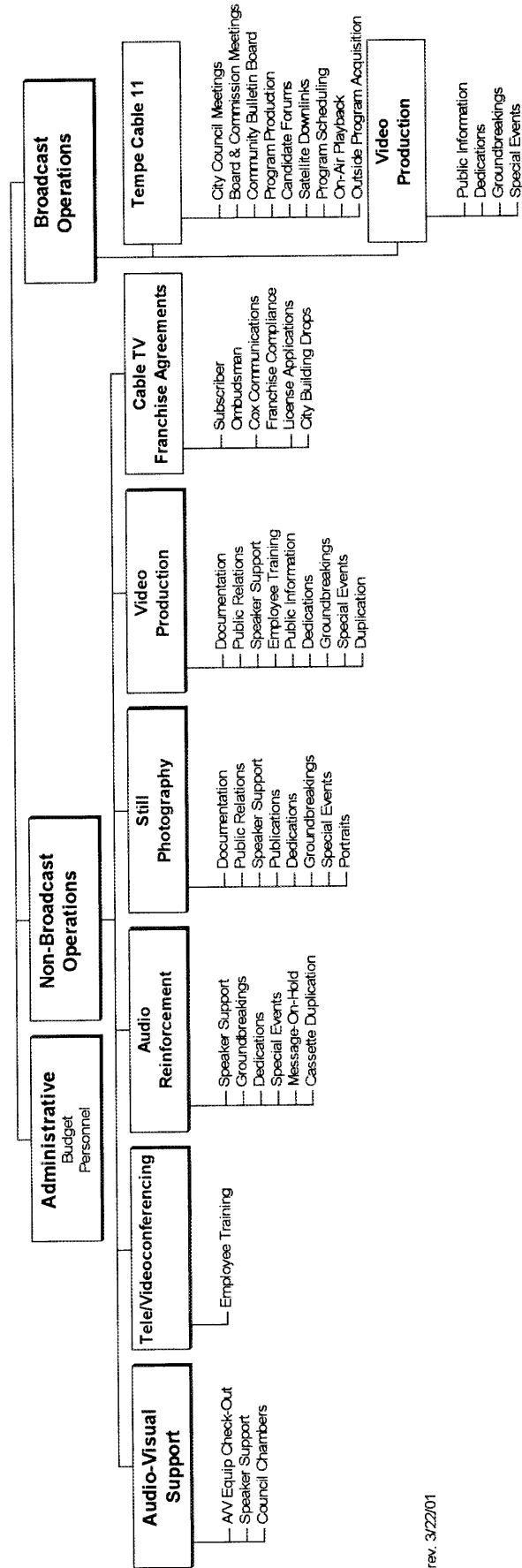


Media Services Center

Work Flowchart



AGENDA ITEM Study Session #1

DATE 5-3-01

Tempe Cable 11 – Program Sampling

December, 2000 – May, 2001

Public Meetings

- *City Council Issue Review and Formal Meetings
- *City Council Special Meetings
- *Board of Adjustment
- *Design Review Board
- *Hearing Officer
- *Planning & Zoning
- *Maricopa County Board of Supervisors

Election Programming

- *Candidate Forums
- *Candidate Open Mic

City Events

- *Gene Autry Courage Awards
- *Great Cardboard Boat Regatta
- *State of the City Address
- *Habitat for Humanity Project (series)
- *Tempe MLK Celebration
- *Youthfest Courage Awards

City Information

- *At Your Service (*Community Services*)
- *Early Riser Forum (Interactive)
 - *Hayden Butte Agreement
 - *Stadium Site Selection
- *Traffic Check

Environmental

- Earth Café
- Econews
 - Safe Drinking Water
 - Stormwater Pollution
 - Why Waste a Clean Planet
 - Wilderness Canyons (series)
- Wildlife Views
- *Xeriscaping

**denotes a Media Services produced program*

•denotes a recurring program (monthly, bi-weekly, or weekly)

Seasonal

A Christmas Carol
A Tribute to Chavez
Eyes on Prize Series (Civil Rights Documentary Series)
*Santa Show (LIVE, Interactive)

Crime/Drug Prevention

Drugs in the Workplace
Ecstasy: Danger in a Pill
Gangs: Getting Out
Kids Talking to Kids About Drugs
Making Safe Schools
Marijuana
Meth: What's Cooking
Peers Influence Peers
•*Tempe StreetBeat (LIVE, Interactive)
Wake Up

Health & Safety

Cardiovascular Health in Children
Childrearing (series)
*Fire Safe
Senior Citizens: Personal Safety
Senior Citizens: Mental Health
Senior Citizens: Physical & Nutritional Fitness
•*Tempe Lifestyles (Interactive)

Children's Programming

•*Tempe Library's Book Babies
•*Tempe Library's Storytime for Toddlers

Human Interest/News Magazine

•ASU Newswatch
•European Contact
•Native American Indians
•Newsmaker Sunday
•Nuestra Causa
•Report to Arizona
•Sign Out
•UK Today
•Veteran's Views and News

**denotes a Media Services produced program*

•denotes a recurring program (monthly, bi-weekly, or weekly)

Special Interest/Topical

BLOCKtalk-Retail Development
Christmas House
Religion and Politics
Cameras in the Courtroom
Laird and Dines Building
Tempe Beach
State of the First Admendment
Freedom in Film Award
Tribute to Women
Youth Truth: Teachable Moments
Communities: Government
Communities: Education
Locomotive 1673
The Censorship of Huck Finn
Tempe-An Historical Look
Youth Leadership: America's Future
Ready to Read
Kent State: The Day the War Came Home
Grey Geese Remembered
Transportation: Land Use & Urban Development

**denotes a Media Services produced program*

•denotes a recurring program (monthly, bi-weekly, or weekly)



Market Research Study of Tempe StreetBeat Audience Size

May, 2000

Executive Summary

The following are recommendations for *Tempe StreetBeat* to continue their current success as well as expand their audience:

- Increase *Tempe StreetBeat* budget
- Advertise
- Increase quality of show
- Add new topics

Supporting these recommendations are findings and conclusions from extensive research of *Tempe StreetBeat*, channel 11, and the viewers of each.

Over 20,000 Tempe residents have seen *Tempe StreetBeat*. Of those 20,000, each month between 9,500 and 11,500 people *watch* the show. This far *exceeds* *Tempe StreetBeat's* hopes to have at least 5,000 viewers per month. So why stop now? The City of Tempe is reaching each *Tempe StreetBeat* viewer for the bargain price of \$0.10 per viewer. With an increased budget to boost the quality of production, add new topics, and expand advertisement, *Tempe StreetBeat* would develop an extensive audience. Also, for the number of viewers *gained*, the cost per viewer would *decline*.

Advertisement was the least popular means of discovering *Tempe StreetBeat*. The majority of viewers just happened to stumble on to channel 11 while channel surfing. This is especially where an increased budget would *increase* *Tempe StreetBeat's* number of viewers. As of now, advertisement for *Tempe StreetBeat* is

virtually nonexistent, and yet the number of viewers still exceeds all hopes and expectations. Making the show more visible by increasing advertisement *would* increase the number of viewers. Suggestions for greater visibility include putting bumpers on Tempe channel 11, creating a newsletter, and working with local news stations to negotiate a police segment, which would advertise *Tempe StreetBeat*.

Increased quality is also an aspect of *Tempe StreetBeat* that could be improved in order to continue the success of the show as well as expand the audience. T-tests revealed that if people saw the live show, or watched for 15 minutes or more in one month, overall they rated the show higher than those who didn't. From this you could hypothesize that the initial view of the show did not scream "quality" to the channel surfers. Many focus group participants concurred that the dark background and overall poor lighting made the show difficult to watch, and hindered effectiveness in capturing the audience's attention. A portion of the increased budget should go to changes in the set design as well as a higher quality of filming and lighting. This would assist in initially grabbing the attention of viewers and channel surfers.

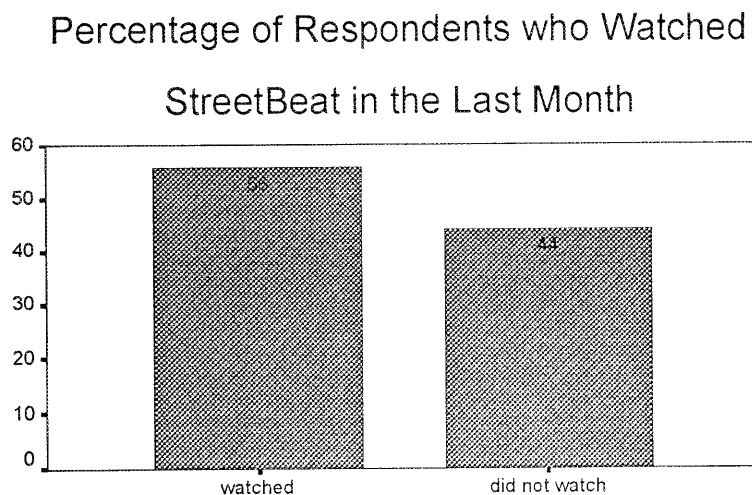
The focus group as well as the survey data indicated that people would be very interested to see topics such as crime prevention and traffic issues on the show. The citizens of Tempe found *Tempe StreetBeat* to be informative and useful, but slow. Of those viewers between the ages of 35-44, a significant 75% found the pace to be too slow. This is pertinent information because *Tempe StreetBeat's* target age market is ages 30-50. A remedy to this problem would be to alternate topics. Alternate between more attention getting (shock-valued) topics and informative, serious topics. Segments on school safety may also seek to add viewers, and even out of *Tempe StreetBeat's* target market.

Though more aspects were taken into consideration while researching *Tempe StreetBeat's* viewers, we found the preceding information to be the most important to *Tempe StreetBeat*. Through the recommended strategies not only would *Tempe StreetBeat* continue their current success, but also greatly increase the number of viewers and possibly expand their target market.

Estimation of Monthly Audience

Respondents who replied that they had seen *Tempe StreetBeat* were asked if they had seen the show in the last month. Fifty-six percent of the respondents who had seen *Tempe StreetBeat*, had seen the show in the last month. Forty-four percent had not seen the show in the past month. Figure 2 shows these results.

Assuming that March 2000 was similar to other months, fifty-six percent of the total viewers watch the show on any given month. A conservative estimate of the total monthly viewers would be over 9,500. A more liberal estimate of the total monthly viewers would be nearly 11,400.



Response

n=43

Question: In the last month, did you watch StreetBeat for 15min or more

Figure 1 Monthly *Tempe StreetBeat* Viewers

Market Penetration

Primarily, only those Tempe residents that subscribe to Cox Cable are capable of watching *Tempe StreetBeat*. A better estimation of the show's success is the percentage of Cox Cable subscribers who have seen the show. Figure 3 shows that 19.3% of Cox Cable subscribers watch *Tempe StreetBeat*. It also shows that 2.1% of non-cable subscribers watch the show. These respondents may watch *Tempe StreetBeat* on video at the library or on someone else's television, however it is likely that they misunderstood the question or confused *Tempe StreetBeat* with another television program.

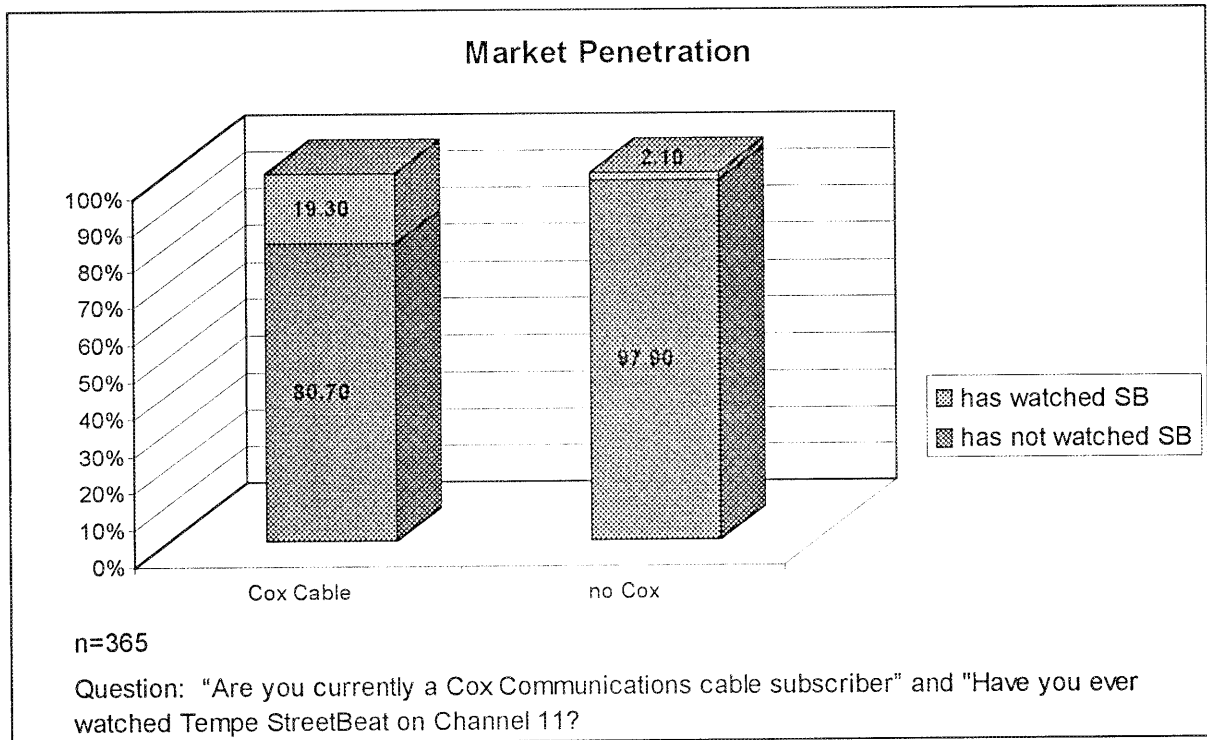


Figure 2 Market Penetration (Percentage of Cox Cable subscribers who have seen *Tempe StreetBeat*)

Percentage of Cox Cable subscribers who watch Tempe Cable 11

Also important to *Tempe StreetBeat* is what percentage of Cox Cable subscribers watch Tempe Cable 11. Because *Tempe StreetBeat* is on Channel 11, and because the majority of people discovered the program through “channel surfing”, it is important for decision makers at *Tempe StreetBeat* to know how many viewers watch Tempe Cable 11. Figure 4 shows that 58.6 percent of Cox Cable viewers watch Tempe Cable 11, and 12.6 percent of non-Cox Cable subscribers watch the channel.

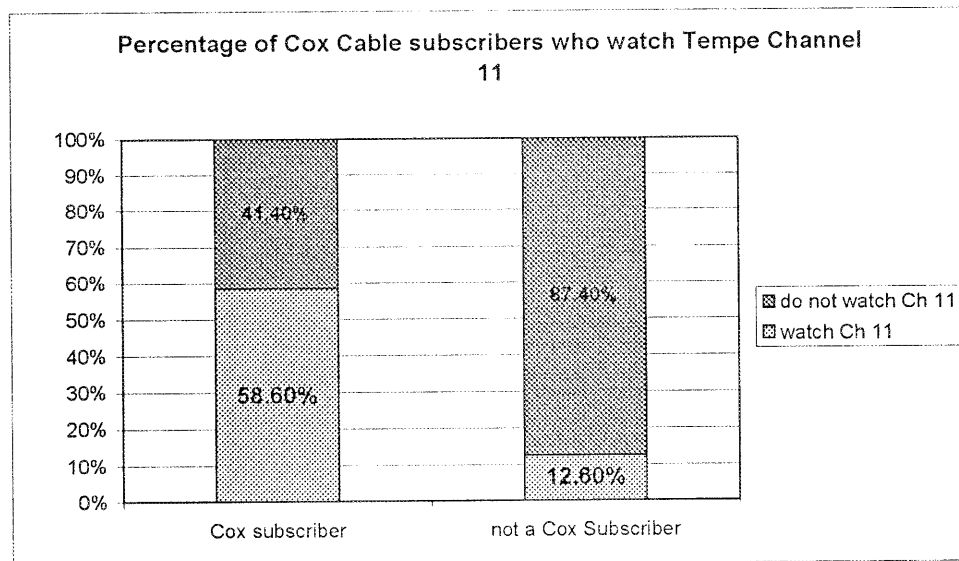


Figure 3 Percentage of Cox Cable subscribers who watch Tempe Cable 11

Popular Viewing Times

Because channel surfing is the means by which the majority of people discover *Tempe StreetBeat*, the time that residents view the program becomes essential in making strategic decisions. The most popular time for Tempe residents to watch *Tempe StreetBeat* is Thursday at 9pm. Other popular times include both times on Sunday, Saturday at noon, and the live show on the first Monday of the month. Figure 7 shows these times and their frequencies.

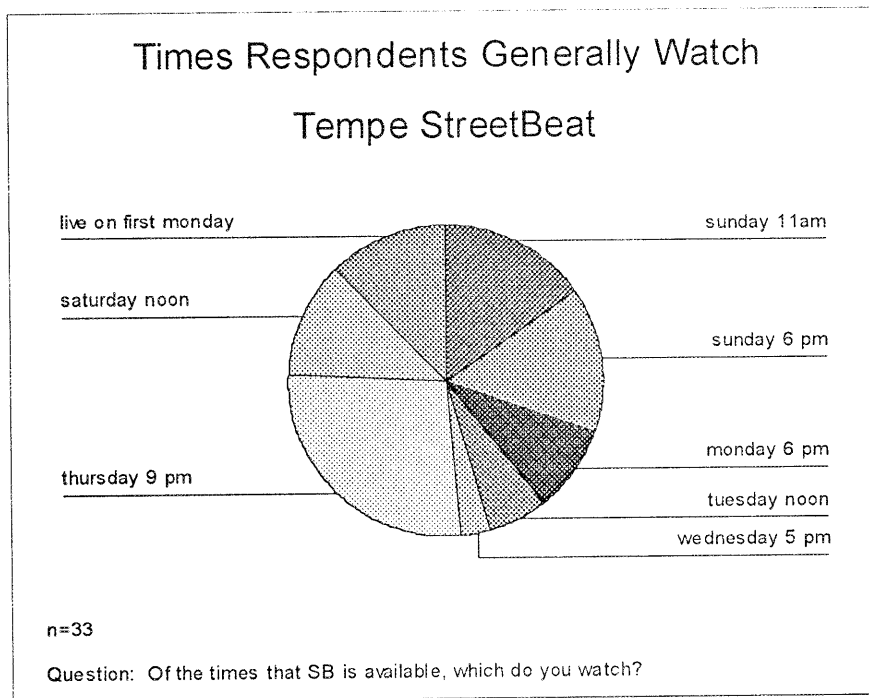


Figure 4 Times Viewers Generally Watch *Tempe StreetBeat*